

Innovate UK

**COMPETITION GUIDANCE
FOR APPLICANTS**

Competition Details

Innovate UK Competition:

North Wales Photonics Launchpad

February- 2016

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Executive Summary

Innovate UK is to invest up to £500,000 in innovative research and development projects centred on the emerging cluster of photonics, electro-optics, and opto-electronics businesses in North Wales.

The competition aims to stimulate this hotspot of photonics, electro-optics and opto-electronics businesses in North Wales by enabling companies to go further and/or faster towards commercial success. In collaboration with the Welsh Government and the Welsh Opto-Electronics Forum, we want to draw investment and people into the area, and to encourage networking and collaboration to strengthen the cluster.

We are therefore looking for projects that may be too risky for companies to take forward without any support, or that may take them into new innovative areas, and where the majority of the project activities are carried out in North Wales.

We will fund industrial research projects, with estimated project sizes ranging between £50,000 and £90,000. Projects can last up to 12 months and must be led by a micro, small or medium-sized company that we anticipate is likely to be in the early stages of its development; businesses can work alone or in collaboration. Micro and small businesses will receive up to 70% of eligible costs, medium-sized businesses 60%.

An integral part of Launchpad is the offer of support to help applicants to raise additional new external finance that we expect will be needed to fully fund the project and its subsequent commercialisation. In addition to receiving project funding, successful applicants will participate in a programme of business support and growth activities that will run in parallel to projects.

The competition opens for applicants on **22 February 2016**. The deadline for video submissions is at noon on **6 April 2016**.

How to use this document

This document contains the eligibility criteria, key dates, competition process and application form details specific to Stage 1 of this competition. It is essential for applicants to read this document before applying.

In addition, the six numbered items below offer further general guidance and are available in full on our website to help you complete your application. Links to these sections are below, and referenced throughout this document.

1. Rules governing how much funding your project could receive

This guidance provides reference information on the different categories of funding and the associated rules arising from our state aid framework. <https://interact.innovateuk.org/-/funding-rules>

2. The project costs we fund and how to fill in the finance forms

This guidance contains detailed information on which project costs are eligible for funding and how to complete the finance forms <https://interact.innovateuk.org/-/project-costs> or download for print.

3. Submitting your application

This competition is a two stage process. Stage 1 of this competition includes uploading a 2 minute video on your project along with some very high level details regarding your company and your project. Details on how to submit your application for stage 1 are provided in Section 3 of this document.

Successful applicants from stage 1 will be invited to proceed to stage 2. Guidance on how to submit your application into stage 2 of the competition, including accompanying finance forms and appendices can be found here: <https://interact.innovateuk.org/-/submitting-your-application>

4. What happens after you have submitted your application

This guidance provides information on Innovate UK assessment process, notification of decisions and how to access your assessor feedback. <https://interact.innovateuk.org/-/what-happens-when-you-have-submitted-your-application->

5. What happens if you are successful

This guidance tells you what happens if your project is granted funding. This includes information on the conditional offer letter, timescales, further information we require from your project team, the Grant Confirmation Letter and the project monitoring process once you start your project.

<https://interact.innovateuk.org/-/what-happens-if-you-are-successful->

There is also business and finance support available to successful applicants of this competition which is described in Section 7.

6. How to find out more

This guidance provides links to other areas which may be useful for completing your project.

<https://interact.innovateuk.org/-/finding-out-more>

Innovate UK complies with the requirements of the Data Protection Act 1998 and is committed to upholding the data protection principles. Further details with regards to the collection, storage, processing and disclosure of personal information by Innovate UK is accessible from the above link.

1. Competition information

Competition

North Wales Photonics Launchpad, February 2016

Funding

There is up to £500,000 of funding available from Innovate UK, for research and development projects that address the technical challenges described in the Brief for this Competition.

<http://tinyurl.com/northwaleslp>

Requirements and eligibility

To be eligible for this competition, projects must fall under the Industrial Research category. A full definition of this category is available in the guidance for applicants section of our website:

<https://interact.innovateuk.org/-/funding-rules>

- You may be eligible to receive different rates of funding depending upon the type and size of your organisation and the activity that you are doing in the project.
- Innovate UK will fund up to 70% for Micro/Small enterprises and 60% for Medium enterprises
- We expect total project costs to be between £50k- £90k
- Projects are expected to last up to 12 months
- Projects must be led by a micro, small or medium-sized company and address the specific requirements of the competition as outlined in the scope of the Competition Brief
- Applicants can be either individual or collaborative
- Grant funding is only available to micro, small or medium businesses. Large and global companies, universities and research organisations may take part in projects as unfunded project partners or as investors.
- Sub-contracting is permitted where it is necessary to bring in relevant specialist expertise. Research organisations may be involved on a sub-contract basis
- Only UK-based companies are eligible to apply
- All applications will be assessed on individual merit in accordance with the normal Innovate UK process.
- Please note that all Innovate UK funding is subject to the results of the Government Spending Review.

For more information on funding and state aid definitions please see:

<https://interact.innovateuk.org/-/funding-rules>

Competition scope

The Competition Brief contains the full details of the technical summary, background, challenge, scope, research area, key events and dates. The Brief can be found on the Competition website:

<http://tinyurl.com/northwaleslp>

Competition key dates for your calendar

If you are intending to submit an application to this competition, please make a note of the key dates below.

The deadlines below are absolute and final. Please note that our submission deadlines are always at 12.00 noon and we are unable to accept any applications after this time.

Timeline summary	
Competition opens	22 nd February 2016
Competition briefing	11 th February 2016
Submission of Stage 1: Videos	Deadline: Noon 6th April 2016
Decision provided by Innovate UK	End of business 29 th April 2016
Stage 2 opens (for invited applications)	9 th May 2016
Feedback to applicants – full stage applicants	6 th May 2016
Full Stage Briefing (successful applicants from Stage 1 <i>only</i>)	11 th May 2016
Submission of the full application – including finance forms & appendices	Deadline: Noon 8th June 2016
Decision to applicants	End of Business 15 th July 2016
New projects workshop	Date and location to be confirmed

Important Note:

Please do not leave your submission to the last minute.

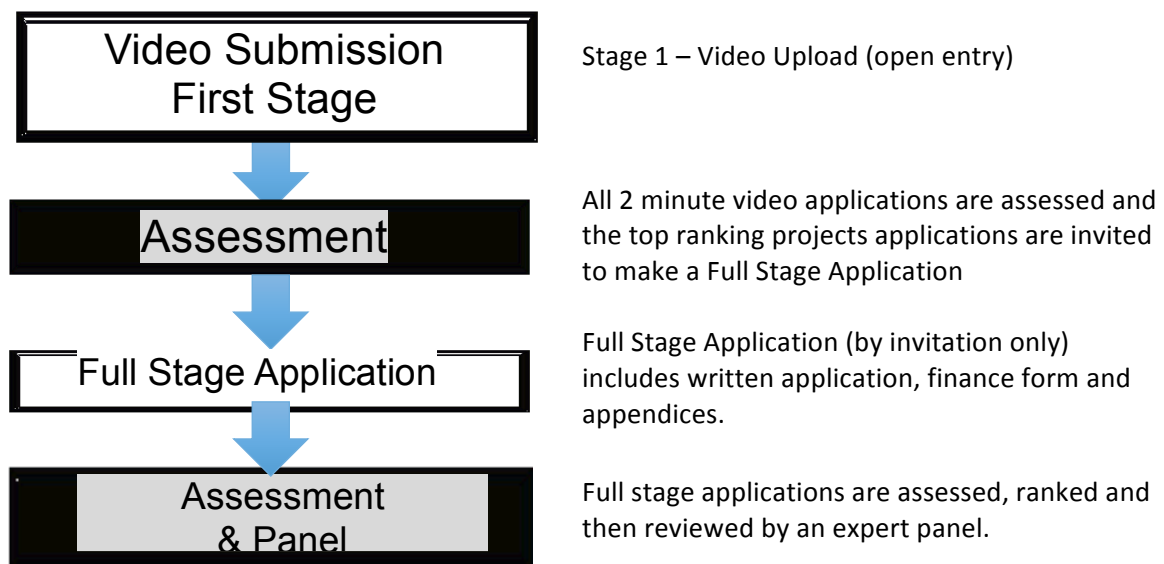
If any technical difficulties arise or if you identify any errors in your submission, we will not be able to grant an extension to the above deadlines.

It is your responsibility to ensure you follow the competition guidance rules and in doing so allow sufficient time to complete all of the competition requirements described in this document.

Competition process

This competition will follow a two stage process:

Launchpad application process



2. How to apply for this competition



To enter this competition, the lead partner for your project must register via the competition website at <https://interact.innovateuk.org/>

When you click on 'register and apply' you will be taken to the _connect login page. _Connect is Innovate UK's online open innovation network of networks and is being used to host the first stage of the application process for this competition. If you do not already have a _connect account, please create one by following the 'register' link.

Please note that once you have signed into _connect you will be taken back to the competition webpage, where you should click on 'register and apply' again, in order to begin your application.

Details on how to enter and submit your application can be found in Section 3. You will be required to enter details about your company and a short description of your project. You will also be required to submit high level costs on your project before submitting your application.

Once you have started an application, you may print a PDF version of the form at any stage of completing your details to assist you in reviewing the information requirements.

Multiple project applications

If you wish to apply for funding for more than one project, you can submit multiple applications from the same registration.

Please note: any repeat applications submitted for the same project will be ineligible and not assessed.



You may upload your video at any time prior to the application deadline but please ensure that you have submitted it well in time for the application deadline.

The video should be no longer than 2 minutes in length and can be in a number of file formats as we will convert them upon submission. Videos larger than 2 minutes will take considerably longer to upload and convert to our file format. Assessors will be instructed to view no more than 2 minutes of any video uploaded.



Stage 1 Notification

Once the application deadline is reached, all submissions will be allocated to independent assessors for review. Results of the review process will be consolidated and ranked in line with Innovate UK assessment process as outlined on our website in the guidance for applicants section.

The lead applicant be notified by email on the date stated in the competition timeline as to whether your project has been successful and you may proceed to stage 2 of the competition – the written application.

Unsuccessful applicants will be notified by email on the date stated in the competition timeline.



FEEDBACK received

You will be able to access feedback on your application from the assessors by logging into a secure site on or after the date published in the competition time line. The lead applicant will be issued a unique userid and password for accessing the secure site in the email notification (step 3 above). For further information on what happens after you submit your application please click here:

<https://interact.innovateuk.org/-/what-happens-when-you-have-submitted-your-application->



PROCEED to STAGE 2

Once you have received your unique username and password, the lead applicant can log into the secure website to access additional documentation for stage 2 of the competition.

PLEASE NOTE: Stage 2 of this competition will use a different website and system to stage 1 and requires different login details which will be supplied with your email notification from Stage 1.

On the open date for stage 2, the lead applicant will receive an email containing an application form for Stage 2. This form contains a unique number and must be used to submit your project information. Please see Section 4 for details on the application form

If you are successful in submitting more than one application into Stage 2, you will be sent an application form for each successful application. Care should be taken to use the correct form for the correct project.



UPLOAD documents

Please ensure that you allow plenty of time to upload your completed documents for submission to the competition. Our submission close dates can be very busy which means that upload can take some time. We recommend that you upload your application in plenty of time as the deadline is final.

To upload your application documents, log on to the secure website using the details supplied with your secure username and password. See detailed instructions here:

<https://interact.innovateuk.org/-/submitting-your-application>



**NOTIFICATION
received**

Once the second stage submission deadline is reached, your written application is sent for assessment. We will notify you or your lead partner of the outcome of your application on the date stated in the timeline.



**FEEDBACK
received**

You will be able to access feedback on your application from the assessors by logging into the secure site on or after the date published in the key dates section. For further information on what happens after you submit your application please click here: <https://interact.innovateuk.org/-/what-happens-when-you-have-submitted-your-application->

3. Stage 1 – Video upload onto _connect

Once you have registered on _connect you will be able to start your application. Stage 1 of the application process requires you to upload your video and to provide a few application details about your organisation and your project to accompany it.

To start your application you must define a name for your project.

At any part of Stage 1, you may save your input into the web form and view or print as a PDF document.

To exit and later return to an application prior to submitting it, save your application and logout. You can return to an application by clicking on “My applications” at the top of the screen once you have logged back into _connect.

The table below provides guidance on the fields to complete in your web application to accompany your video.

Application Details	
Field	Guidance
1. YOUR DETAILS	
Contact details	Application ID is a system generated field. Enter the full name, job title, e-mail address and telephone number of the main point of contact between Innovate UK and the project.
Organisation	Enter the organisation name and status. If applicable please enter the company registration number (as provided by Companies House) and the VAT registration number. You will need to provide the address and website for your organisation, as well as details of the market area and technology area in which your organisation generally operates. Please provide details of the number of employees in your organisation as well as the business turnover, balance sheet total and the date of your last

	accounts.
2. YOUR IDEA	
Video submission	<p>This section is where you can upload your 2 minute video.</p> <p>The video should address:</p> <ul style="list-style-type: none"> • The challenge or opportunity being tackled and why it is important • The approach that will be taken and how it is innovative • Your organisation’s relationship to the Photonics cluster in North Wales • How the solution will be commercialised and what impact it could have if successful • Why Innovate UK investment is needed. <p>The videos will be confidential and only accessible by Innovate UK staff and an independent panel of expert assessors.</p>
Project summary	Please provide a short summary, to accompany your video, of the content and objectives of your project; this should include details of what is innovative about it.
3. PROJECT COSTS	
Your costs	<p>Enter details of the expected costs associated with your proposed project. Enter the amount of funding requested from Innovate UK, broken out by the following cost categories:</p> <ul style="list-style-type: none"> • Labour costs • Overheads • Materials • Capital usage • Subcontract costs • Travel & subsistence • Other <p>Please also provide details of any funding obtained or requested from other Public Sector Bodies.</p> <p>For further information on cost categories and eligible project costs please see our guidance: https://interact.innovateuk.org/-/project-costs</p>
4. AGREEMENTS	
Confirm that you have read and are agreeing to Innovate UK terms and conditions.	
About my business	Please agree to the statements about your business
Publicity	Please agree to the statement about publicising your project if it is successful in acquiring Innovate UK funding.
Optional additional help	Please select whether you agree to being referred to other partners, including other Government Agencies who may be able to offer advice or funding opportunities.

VIDEO

Upload video

You may upload your video at any time prior to the application deadline but please ensure that you have submitted it well in time for the application deadline.

The video should be no longer than 2 minutes in length. Videos larger than 2 minutes will take considerably longer to upload and convert to our file format. Assessors will be instructed to view no more than 2 minutes of any video uploaded.

Video format should be one of the following types:

AAC, AVI, 3GP, FLV, MOV, MP3, MP4, MPEG, OGG, WAV, WEBM, WMA, WMV

4. Stage 2 - The written application

This section explains the structure of the application form for Stage 2 of the competition and offers guidance on the information to include in each section.

This Stage 2 of the competition requires you to submit the following documents:

- Application form supplied with your unique application number for this competition
- Project Appendices (please see Section 5 of this document for more information)
- Partner Finance Form (for every partner in your project)

The appendices allow you to provide additional supporting information for the assessors on your project. The finance forms provide details on your project costs for each partner in your project consortium. For information on eligible project costs and the partner finance forms please click here <https://interact.innovateuk.org/-/project-costs>

The structure of the application form is as follows:

- Application details
- Summary of proposed project
- Gateway question: scope
- **Section 1 – The business proposition (4 questions)**
- **Section 2 – Project details (4 questions)**
- **Section 3 – Funding and added value (2 questions)**
- Public description of the project
- Other funding from public sector bodies
- Finance summary table

Sections 1 to 3, highlighted above, address specific questions; these are listed in the following tables with guidance notes. When you submit your application form, it will be assessed according to how well it answers the specific questions. Each question has an equal weighting of 10 marks per question.

It is important that you address and respond to each question clearly. To help you, the guidance below provides an explanation of what is required for each question. The guidance notes are not

intended to be exhaustive; you should develop your own responses based on your own skills, knowledge and experience.

When completing the application form it is important to take into account that the space provided is to enable you to give the specific amount of information for each question as you feel appropriate for the application. You are encouraged, therefore, to utilise fully all available space and any appendices at your disposal.

Please ensure that you upload the final and complete version of your application by the deadline. It is your sole responsibility to ensure you upload the application form intended for submission and assessment and not a blank or incomplete application form.

Key tips

- number the answers to each question
- use headings for the answer to each question.

Important: Please note the following process requirements for the application form:

- You may only use the application form provided. It contains specific information including a unique reference number for your project.
- The application form contains specific fields and it is important that you complete each field and present a fully completed form. Incomplete forms will be rejected.
- The application form must not be altered, converted or saved as a different version of Microsoft Word.
- The space provided in each field of the form is fixed and you must restrict the content of your responses in each of the fields to the space provided. The typeface, font size and colour are predetermined and cannot be changed. Illustrations and graphics cannot be included in the application form. Please check your completed application form in PRINT VIEW: any text that can't be seen in this view or when the form is printed will not be assessed.
- The light grey shaded fields are completed automatically from other information entered on the form, e.g., the total columns of a table. These cannot be overwritten.

Application details	
Field	Guidance
Competition	This field will show the full name of Innovate UK competition to which the form applies. You do not need to enter anything here
Project title	Enter the full title of the project as used in Stage 1.
Project timescales	Enter the estimated start date and its planned duration. These are indicative at this stage and are not guaranteed
(Lead) organisation name	Enter the full registered name of the lead organisation for the project and the company number (if known) as provided by Companies House. If you are not in a consortium application, these will be your organisation details. Please note that the lead organisation is the main point of contact between Innovate UK and the project team.
(Lead) organisation contact details	Enter the full name, postcode, e-mail address and telephone number of the main point of contact between Innovate UK and the project.
Document ID	This is completed automatically.
Applicant number	This is completed automatically and is the reference that you should

	use on all correspondence (this is the 5 or 6 digit number after the dash). This is sometimes referred to as the TP number.
Appendices	The specific requirements for Appendices are provided in Section 4 of this document.

Summary of proposed project (not scored)	
Question	Guidance
Please provide a short summary of the content and objectives of the project including what is innovative about it.	<p>This is an opportunity to provide a short summary of the key objectives and focus areas of the project. It is important that this summary is presented in reference to the main outline of the project, with sufficient information to provide a clear understanding of the overall vision of the project and its innovative nature.</p> <p>This summary is not scored, but provides an introduction of your proposal for the benefit of the assessors.</p>

Gateway question: Scope (not scored, Yes/No answer)
<p>Important note:</p> <p>If the majority of assessors consider that the answer to the Scope Gateway question is 'No', then the application will not be approved for funding. Guidance on the 'Gateway Question: Scope' question is therefore critically important and is provided below.</p>

Question	Guidance
Gateway question: Scope - How does this application align with the specific competition scope?	<p>All applications must align with the specific competition scope criteria as described in the relevant competition Brief.</p> <p>Note: To demonstrate alignment, you need to show that a clear majority of the project's objectives and activities are aligned with the specific competition. In forming their judgment on this, the assessors will also consider whether the application addresses the research objectives and topics it claims to. It is important, therefore, for you to understand fully the background, challenge and scope of the competition, as outlined in the Competition Brief.</p>

Section 1: The business proposition	(10 points per question = 40 points in total)
Question	Guidance
1. What is the business opportunity that this project addresses?	<p>Outline the business opportunity and what the project team needs to do to successfully address it within the desired timeframe and cost.</p> <p>Describe the nature of the problems or issues facing you and/or your potential customers and how the intended outputs of the project will address these problems and issues.</p>
2. What is the size of the market opportunity that this project might open	<p>Describe the size of the market opportunities that this project might open up, including details of:</p> <ul style="list-style-type: none"> current nature of the specific market(s) at which the project is

<p>up?</p>	<p>targeted (e.g., is it characterised by price competition amongst commoditised suppliers? Is it dominated by a single leading firm?)</p> <ul style="list-style-type: none"> • the dynamics of the market including quantifying its current size, actual and predicted growth rates • the projected market share for the project outcome, with justification in the light of any potential competitors • the potential to create value-added for the UK and/or the European Economic Area (EEA). <p>Describe and clearly quantify the return on investment that the project could achieve and provide relevant source data references.</p> <p>Where possible, provide evidence for your statements about the addressable market for project outcomes and outline your strategy for developing market share.</p> <p>For highly innovative projects (see question 6) where the market may be unexplored, explain:</p> <ul style="list-style-type: none"> • what the route to market could or might be • what its size might be • how the project will seek to explore the market potential.
<p>3. How will the results of the project be exploited and disseminated?</p>	<p>List or describe the potential exploitable outputs of the project such as:</p> <ul style="list-style-type: none"> • products or services • processes • applications <p>Then describe how these outputs will be exploited including, where applicable, the route to market; protection of intellectual property rights; reconfiguration of the value system; changes to business models and business processes and other methods of exploitation and protection.</p> <p>Where helpful to the exchange of best practice, and not damaging to commercial interests, the results from this work should be made public on a voluntary basis and a strategy for dissemination of generic outputs from the funded project should be included.</p>
<p>4. What economic, social and environmental benefits is the project expected to deliver to those inside and outside of the consortium, and over what timescale?</p>	<p>Explicitly identify all benefits that will accrue inside and outside of the consortium as a result of the proposed project. Truly sustainable development balances economic growth with social impacts and benefits and the protection of the environment.</p> <p>Benefits to those outside the consortium and to consortium participants should be considered and you should make a clear distinction between the two.</p> <p>Economic – This is the real impact the organisation has on its economic environment. This is not simply traditional corporate</p>

	<p>accounting profit, and can include cost avoidance, so you should highlight any expected ‘spill over’ benefits external to the project, e.g., benefits to users (intermediaries and end users), suppliers, the broader industrial markets and the UK economy. The application should identify and quantify where possible the benefit to each of the beneficiaries.</p> <p>Social - Quantify any expected social impacts, either positive or negative, on, for example, the quality of life, social inclusion/exclusion, education, public empowerment, health and safety, regulation, diversity, and any expected impact on Government priorities.</p> <p>Environmental – Demonstrate how your project will benefit the natural environment as much as possible or at the least do no harm and curtail environmental impact. For example, this could include careful management of energy consumption and reductions in carbon emissions whilst reducing manufacturing and materials waste, rendering waste less toxic before disposing of it in a safe and legal manner (cradle to grave) or re-manufacturing (cradle to cradle).</p>
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Section 2: The project details	(10 points per question = 40 points in total)
Question	Guidance
5. What technical approach will be adopted and how will the project be managed?	<p>Provide an overview of the technical approach including the main objectives of the work. Describe the main areas of work together with their resource and management requirements.</p> <p>In evaluating this the assessors will consider these questions:</p> <ul style="list-style-type: none"> • is the technical approach and methodology appropriate to the needs of the project and are the innovative steps achievable through the proposed approach? • is the project plan sufficient in comparison to the complexity of the project? For example, is there sufficient detail to understand the tasks involved and the resources required? • is the timing of key milestones realistic? • is there demonstration of sufficient resource commitment and capability to undertake the project? • are clear management reporting lines identified? <p>Describe rival technologies and alternative R&D strategies and describe why your proposed approach will offer a better outcome.</p>
6. What is innovative about this project?	<p>Identify the extent to which the project is innovative both commercially and technically.</p> <p>In evaluating this section assessors will consider these questions:</p> <ul style="list-style-type: none"> • does it push boundaries over and beyond current leading-edge world science and technology?

	<ul style="list-style-type: none"> • is it looking to apply existing technologies in new areas? <p>Highlight and explain the timeliness and novelty of the research aspects of the project in an industrial and/or academic context.</p> <p>Describe any evidence you have to substantiate your belief that the intended work is innovative. This could include the results of patent searches, competitor analyses, literature surveys etc. If applicable, you should also outline your own background intellectual property rights, as related to the project.</p>
<p>7. What are the risks (technical, commercial and environmental) to project success? What is the project’s risk management strategy?</p>	<p>Innovate UK recognises that projects of this type are inherently risky, but seeks assurance that the projects it funds have adequate arrangements for managing this risk. Focus, therefore, on the arrangements for managing and mitigating risk as follows:</p> <ul style="list-style-type: none"> • identify the key risks and uncertainties of the project and provide a detailed risk analysis for the project content and approach, including the technical, commercial, managerial and environmental risks as well as other uncertainties (e.g., ethical issues) associated with the project. The main risks should then be rated as High/Medium/Low (H/M/L) • state how the project would mitigate these key risks. You should address all significant and relevant risks and their mitigation • identify key project management tools and mechanisms that will be implemented to provide confidence that sufficient control will be in place to minimise operational risk and, therefore, promote successful project delivery. This should include the arrangements for managing the project team and its partners.
<p>8. Does the project team have the right skills and experience and access to facilities to deliver the identified benefits?</p>	<p>Describe the track record of the project team members in undertaking and exploiting the results of research and development projects, to show your capability to develop and exploit the technology.</p> <p>In evaluating this, the assessors will consider whether:</p> <ul style="list-style-type: none"> • the project team has the right available mix of skills and experience to deliver the project successfully • the project team’s formation objectives are clear and if it would have been formed without Innovate UK investment • if a consortium, if there is additional benefit demonstrated from the collaboration, for example, increased knowledge transfer; and if the consortium is greater than the sum of its parts – how the organisations working together will achieve more than if they were working individually

Section 3: Funding and added value

(10 points per question = 20 points in total)

Question	Guidance
<p>9. What is the financial commitment required for the project?</p>	<p>Indicate the anticipated project cost making clear the level of contribution from any project participants and the level of funding required from Innovate UK. This information should be provided in the financial summary table in the application form.</p> <p>Supporting information and explanation for project costs should be provided in this section of the form. It must be consistent with the category of research & development being undertaken within each work package. Please see the guidance section of our website for further details on funding: https://interact.innovateuk.org/-/funding-rules</p> <p>Important: If the project spans more than one type of funding (e.g., because significant work packages are in both fundamental and industrial research), you must describe and justify the breakdown of costs between them within the answer to this question.</p> <p>In evaluating this the assessors will consider the following questions:</p> <ul style="list-style-type: none"> • Is the budget realistic for the scale and complexity of the project? • Does the financial support required from Innovate UK fit within the limits set by the specific competition? • Is a financial commitment from other sources demonstrated for the balance of the project costs? • Has a realistic budget breakdown been provided? • Have any work package breakdowns been described and justified adequately? <p>Detailed guidance on eligible and ineligible project costs is provided on our website: https://interact.innovateuk.org/-/project-costs</p> <p>Ensure that all key points relating to the finances of your project that you wish the assessors to consider are included in the main body of your application form, or in the relevant appendix, as these are the key documents used within the assessment process.</p>
<p>10. How does financial support from Innovate UK and its funding collaborators add value?</p>	<p>You will need to provide evidence that:</p> <ul style="list-style-type: none"> • successful delivery of your project will increase the total amount of money the project team spends on research & development in the UK <p>And either:</p> <ul style="list-style-type: none"> • why the funding is required for the project to be able to proceed <p>or</p>

	<ul style="list-style-type: none"> • how Innovate UK funding would allow you to undertake the project differently (more quickly, on a larger scale etc) and why this would be beneficial to the UK? <p>The Launchpad will also support winners in developing a financing strategy, including a pitching event to investors. Please also indicate how Launchpad may support your long-term financing strategy in terms of access to finance, developing options or other.</p>
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Public description of the project (not scored)	
Question	Guidance
If your application is successful, Innovate UK will publish the following brief description of your proposal. Provision of this description is mandatory but will not be assessed.	<p>To comply with Government practice on openness and transparency of public-funded activities, Innovate UK has to publish information relating to funded projects. Please provide a short description of your proposal in a way that will be comprehensible to the general public. Do not include any commercially confidential information, for example intellectual property or patent details, in this summary.</p> <p>Whilst this section is not assessed, provision of this public description is mandatory. Funding will not be provided to successful projects without this.</p>

Finance summary table																	
Column 1 Organisation name	Please provide the full names of the (lead) organisation and any participants in the project consortium (organisation names as noted in Companies House).																
Column 2 Organisation Registration Number	Companies should provide the Company Registration Number (as noted in Companies House).																
Column 3 Enterprise Category	<p>Please select your Enterprise Category. (SME definition is based on the EU definition) For other definitions, please check the competition website: https://interact.innovateuk.org/-/funding-rules</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="font-size: small;">Enterprise category</th> <th style="font-size: small;">Headcount</th> <th style="font-size: small;">Turnover</th> <th style="font-size: small;">Balance sheet total</th> </tr> </thead> <tbody> <tr> <td style="font-size: small;">Medium sized</td> <td style="font-size: small;"><250</td> <td style="font-size: small;"><= €50 million</td> <td style="font-size: small;"><= €43 million</td> </tr> <tr> <td style="font-size: small;">Small</td> <td style="font-size: small;"><50</td> <td style="font-size: small;"><= €10 million</td> <td style="font-size: small;"><= 10 million</td> </tr> <tr> <td style="font-size: small;">Micro</td> <td style="font-size: small;"><10</td> <td style="font-size: small;"><= €2 million</td> <td style="font-size: small;"><= 2 million</td> </tr> </tbody> </table>	Enterprise category	Headcount	Turnover	Balance sheet total	Medium sized	<250	<= €50 million	<= €43 million	Small	<50	<= €10 million	<= 10 million	Micro	<10	<= €2 million	<= 2 million
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Column 4 Postcode	Please provide the postcode of each organisation participating in the project.																
Column 5 Contribution to the project by each organisation (£)	Please list the total contribution to be made to the project by each organisation.																
Column 6 Funding sought from Innovate UK	Please enter the funding sought from Innovate UK for each participant organisation for this competition.																
Column 7 Other funding from public sector bodies	Please include any funding for the project from any other public sector bodies which has been applied for separately, and not as part of this competition. Funding from other public sector bodies might include other applications to research councils, other government																

	departments, devolved administrations, other public sector organisations and some charities. The purpose of this column is to provide Innovate UK with information on the total public funding for the project.
Column 8 Total (£)	The total cost of the project – this is the sum of columns 5, 6 and 7 and will be entered automatically.
Bottom Row Total (£)	The total of each column will be entered automatically.

You must also submit a finance form for each industry participant in your project which provides more detailed information on the total costs listed in your finance summary table.

For information on eligible project costs and how to complete the finance forms see the website <https://interact.innovateuk.org/-/project-costs> or download as a pdf file.

5. Project appendices

Appendices are submitted with the application form. It is important to note that these are intended to contain supporting information and not substantive elements of answers to the application form questions. Do not, therefore, use the appendices as an overflow to the application form.

In order that assessors can open and read the appendices, each appendix must:

- conform to the maximum length specifications listed below
- be submitted in Portable Document Format (.pdf)
- be legible at 100% zoom/magnification
- display prominently the 'Project title' as entered on page 1 of the application form
- be named as per the specifications given in the guidance 'Submitting your Application' click here: <https://interact.innovateuk.org/-/submitting-your-application>

If you submit appendices longer than specified below, they will be truncated and the excess discarded.

Appendices may be printed or photocopied in black and white, so colour should not be used as the sole method of conveying important information.

Appendix	Guidance
Appendix A Up to 5 sides of A4	Use Appendix A to provide additional information to support Section 1 of the application form: The Business Proposition. You may wish to include graphics describing the nature of the problem, market dynamics and/or exploitation plans.
Appendix B	Use Appendix B to provide further information to support Section 2

Up to 5 sides of A4	of the application form: The Project Details. You may include, for example, a Gantt chart, risk analysis table, project management structure and/or details of evidence for innovation.
Appendix C Up to ½ side of A4 for each partner and subcontractor	Use Appendix C to provide details of the specific expertise and track record of each project partner and each subcontractor to address Question 8 of the application form. Academic collaborators may wish to refer to their research standing.

6. Finance forms and project costs

Information on project finances is available in the guidance 'Your Project Costs' on our website: <https://interact.innovateuk.org/-/project-costs>

7. Launchpad business and finance support for successful applicants

A key feature of this competition will be a programme of activities designed to bring together successful applicants to support the development of their businesses and help them to access finance.

This aspect of the Launchpad will see projects tapping into the range of programmes supported by the Welsh Government and packages of business support available through Business Wales.

All applicants invited to submit a written application (whether they receive an Innovate UK letter of intent for grant funding or not) will be invited to a workshop to showcase their ideas to potential investors. For successful applicants, this will be an opportunity to attract the remaining funds to run their project.

8. How to find out more (Data Protection Act 1998, Information Security, etc)

If you require further information or have a query regarding this competition, please contact the Business Support Group on:

E-mail: support@innovateuk.gov.uk

Tel: 0300 321 4357